



# OPPORTUNITIES IN MINDANAO

## Philippines

### Market Overview

- Mindanao is the Philippines' "gateway to opportunity" in the agribusiness, renewable energy, food processing, telecommunications, water resources and safety & security sectors.
- The Philippines' fruit basket, Mindanao accounts for one-third of the country's total agricultural output.
- Key growth areas for business development: Davao area, Cagayan de Oro, Zamboanga del Sur and Norte, Surigao City, General Santos.
- Major Mindanao imports include flat-rolled products of iron, iron ore and concentrates, alloys, wheat, milk, rice, fertilizers, textiles and kraft liners used in packaging.
- Mindanao has strong affinity for US brands, with competition from Japan, New Zealand, Thailand, Brazil, China and Vietnam.
- Mindanao has an excellent supply of competent, highly literate, English-speaking knowledge-economy manpower.
- Mindanao has a modern telecommunications infrastructure and transport network.



### Best prospects

- Agribusiness and food packaging machinery
- Solar power systems for agricultural applications
- Centrifugal pump and drip/sprinkler irrigation systems
- Call center hardware and software
- Equipment for Halal-certified processed food products
- Refrigeration and cold storage equipment for tuna, banana and pineapple processing
- Aquaculture facility building materials such as polyethylene aquaculture linings for fishponds, PVC pipes with polyurethane foam, plastic buoys for seaweed cultures, and test kits for harmful chemical substances
- Building and construction products for the residential and commercial markets.

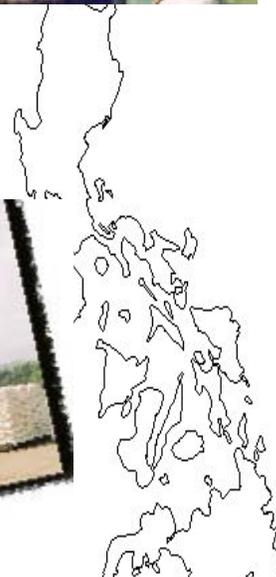


## Commercial opportunities

- Multinational and local **food processing/agricultural production companies** are driving demand for **refrigeration, cold storage, and food processing equipment**.
- Increased construction of **leisure hotels in Northern Mindanao** will drive **demand for building products** through 2015.
- **USAID-sponsored Growth with Equity in Mindanao (GEM) Program** will fund **229 community-based infrastructure projects (CIP) and mid-scale infrastructure projects** (port improvements, road network and bridges) through 2007. Project management is locally based, but **materials and hardware are mostly imported**.
- The opening of the **Mindanao Container Terminal** in Tagoloan, Misamis Oriental, will **create opportunity for shipping and cargo-handling equipment**.
- The ongoing **Mindanao Transmission Augmentation Program (MINTA)**, and similar power supply enhancement projects are driving **demand for electric energy generation equipment**.
- New **safety and security and transportation monitoring system equipment** is needed for **multiple port security projects** and the creation of **12 base ports in Mindanao**.
- **Call center companies** located in Davao and Cagayan de Oro, driving **demand for hardware and software**.
- Recent changes in the **Philippine Mining Law** will drive demand for **extraction and processing equipment** over the next decade.

## Trade Events

- **Mindanao Business Conference (MinBizCon)**,  
September 2005, Dipolog City  
Zamboanga Del Norte  
(The Mindanao Business Conference is the annual conference of all members of the Chambers of Commerce in Mindanao, it is organized by the Mindanao Business Council)
- **Davao Trade Exhibit and Davao Business Conference (DATE/DAVCON)**  
October 2005, NCC Mall Tradehall  
Davao City  
(DATE & DAVCON are organized by the Davao City Chamber of Commerce & Industry)
- **Zamboanga Peninsula Business Conference**  
April 2006, Zamboanga Peninsula  
(Organized by Zamboanga Chambers of Commerce)



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